

M.PHIL
(JOURNALISM)
FACULTY OF ARTS

Effective from June-2015

SAURASHTRA UNIVERSITY
RAJKOT 360005

**A Model for
M.Phil (Journalism)
Programme
(SELF-FINANCE)**

SEMESTER-1

No.	Course Code	Name of Course	Hours/week	Credits
1	CMJ 1001	Teaching techniques & Research Methodology	4	4
2	EMJ 1002	Development Communication OR Media uses & Effects	4	4
		Total	8	8

SEMESTER-2

No.	Course Code	Name of Course	Hours/week	Credits
1	CMJ 2001	Communication theory & Communication research	4	4
2	CMJ 2002	Dissertation	8	4
		Total	12	8

DETAILED SYLLABUS

SEMESTER-1

PAPER-1 TEACHING TECHNIQUES & RESEARCH METHODOLOGY (CMJ 1001)

Objectives

1. The students should enrich their knowledge about
 - Higher education & learning
 - Research methodology

Module	Content	
Unit-1	Higher Education and Learning, Objectives and Role of Higher Education Teaching Technology. Methods and Techniques of Teaching Large Group Techniques: Lecture, Modified Lecture, Seminar, Symposium, Panel Discussion, Team Teaching, Project Approach and workshop.. Small group techniques: Group Discussion, Systems Approach in Education.	
Unit-2	Media Education, Print Media Teaching, Teaching for Radio & Television, Film Journalism Television, Photography/Photo journalism Teaching, Advertising Teaching, National & International organization of journalists.	
Unit-3	Introduction to Research & Communication Research, Formulation of Research Problem, Hypothesis & Research Design, Various Methods(Sampling, Census, Observation, Questionnaire, Schedule, Interview) Data Collection.	
Unit-4	Media Research Group & Audiences, Focus Group, Peoples Meter, Logistic Group, Telephonic Survey, Inline Polls, Feedback and Feed Forwarded Public Opinion Survey, Pre-election studies, exit poll survey Media Habits.	
BOOKS		
1	5+SFIZTF 5 IX1F6	0F"P SD,[X IN1FLT
2	Practical Research Methods for Media and Cultural Studies	Davies and Nick Mosdell
3	Research in Mass Media	S.R.Sharma, Anil Chaturvedi
4	Research Methods in Mass Communication	Dr. Rajat K. Chaoudhary
5	IX1F6 VG[;FDFÒS IJ7FGMDF\ ;\XMWGG]\ 5wWITXF:+	0F"P 0LPV[P pRF8

PAPER-2 DEVELOPMENT COMMUNICATION (EMJ 1002)

Objectives

1. The students should enrich their knowledge about
 - Concept of development
 - Role of media in development

Module	Content	
Unit-1	The Development, Development communication, Models of Communication, Diffusion of innovations, Magic Multipliers, Structuralist Model. Alternative approaches, Modernization models.	
Unit-2	Need for National and international Regulations. Media, development and Social change, development through peoples participation. Voluntary agencies- Mahatma Gandhi- The Communicator.	
Unit-3	Broadcasting as Public service, Radio rural forums, Rural broadcasts, Role of Radio in dev. communication song & Drama division. Press and development	
Unit-4	Role of TV in Promoting Literacy and social change, SITE, SITE Programmes, SITE evaluation studies, Kheda Communication. Project, Traditional . Media and development, Cinema and Development.	
BOOKS		AUTHOR
1	Development Journalism : What Next	D.V.T. Mauthy
2	Media, Communication and Development	Suresh Sharma
3	Rethinking Development Communication	Nevilk
4	Communication –Models	Uma Narula
5	S'IQF V[JD U FD IJSF; D[\ IJI0IM V[JD N}ZNX"G	IJGMN N]A[

PAPER-2 MEDIA USES AND EFFECTS (EMJ 1002)

Objectives

1. The students should enrich their knowledge about
 - Present Indian Context
 - New Media Technology

Module	Content
Unit-1	Present media context: Socio, Economic, Political and Cultural change

	New Communication Technologies: Cable and Satellite Television, Telecommunications and Internet
Unit-2	New media Technology- characteristics: Information Superhighway, Convergence, Structure and Functions; social cultural consequences: Fragmentation and digital Isolation; Social Control and Democracy- Privatization and Competition – New media access and control- Digital Divide: E-governance- process, social and legal frameworks- policy initiatives
Unit-3	Information and Knowledge society-Definitions and characteristics of Information Society, Post-industrial society- Information society Theories: Daniel Bell, Machlip, Webster, Schiller- Evolution of new media audiences: Elite, Mass, Specialized and Interactive- New media uses and gratifications- Influencing factors.
Unit-4	Social and cultural effects of new Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media -ICTs for Development- Empowerment, right to information
BOOKS	
	AUTHOR
1	.g8ZG[8 5+SFIZTF
2	New Media Technology and Communication
3	Handbook of Online Journalism
4	Role of Electronic Media in Modern World
5	Media/Impact

SEMESTER-2

PAPER-1 COMMUNICATION THEORY & COMMUNICATION RESEARCH(CMJ 2001)

Objectives

1. The students should enrich their knowledge about
 - Concept & role of Communication
 - Communication research methods

Module	Content
Unit-1	Meaning of Mass Communication, Meaning of Mass Media, elements of mass communication. The changing role of mass communications and the Mass Media Industries, Mass Communication & Culture, Postmodern

	culture, Popular culture.	
Unit-2	Right to Information and Communication, Role of UNESCO in International Communication, Non-aligned news agencies pool and New World Information and Economic Order Politics & Communication, Media Organization, Changing Dynamics of Media in India, Media Globalization.	
Unit-3	What is Research, Report & Main aim of report, Characteristics of Best Report, Importance and Utility of Research Report, Structure, outline, language and style of Report.	
Unit-4	Ethical Perspective of Mass media-What is ethics, General Ethical, Principles, Mass Communication research & Ethical Perspective Code of behavior as discussed by cook, Participation and informed consent, Concealment and deception, Protection of Privacy, Professional Code thics.	
BOOKS		AUTHOR
1	Strategies for Communication Research	Hirsch
2	Research Methodology in Social Science	Sadhu & Singh
3	Research Method in Mass Communication	Stemped & Westlay
4	New Models of Mass Communication Research	Potor Clarce
5	Mass Media Research	Wilbur & Dominick

PAPER-2 Dissertation(CMJ 2002)

Objectives:

1. The students should enrich their knowledge about
2. Master essay on a particular subject based on research.
 - Concept of Research

The Students should, enrich their knowledge about a particular subject or area and write a master essay on it. The essay should be based on research and of approximately 100 pages. This (dissertation) is supposed to be submitted by the end of academic year.

